

Downtown Livability

creating a memorable and livable downtown



BELLEVUE DOWNTOWN
ASSOCIATION

BDA's Downtown Livability Work Program Goals:

1. Attract and enable the city's most concentrated development downtown.
2. Optimize development economics in order to generate desired public benefits.
3. Achieve excellent urban design and strong architectural interest.
4. Enhance downtown's neighborhood identities, character and pedestrian environment.
5. Integrate with transportation, parking and utility planning and support the BDA's Downtown Access Strategy

Opportunities for Downtown Bellevue: “*Why Not Us?*”

1. Development process choice – formulaic/predictable or creative/flexible.
2. Guidelines – simplified and predictable.
3. Bonuses and allowances – encourage and reward innovative plans that embrace guidelines and advance public benefits.
4. Incentives – robust and aligned with desired amenities.



1975



Present



Livability in Downtown Present & Future







Livable and Memorable Themes

Architectural variety

Iconic architecture

Thoughtful design

Pedestrian-oriented activities
and development

Weather protection

Use of color

Public artwork

Play areas

Street-level vitality

Retail and food kiosks

Sidewalk dining

District identity

Effective signage

Use of pavers

Mid-block connections

Parking garages

Open space, use of plazas

Architectural variety
Iconic skyline

Denver



Melbourne



Vancouver, B.C.



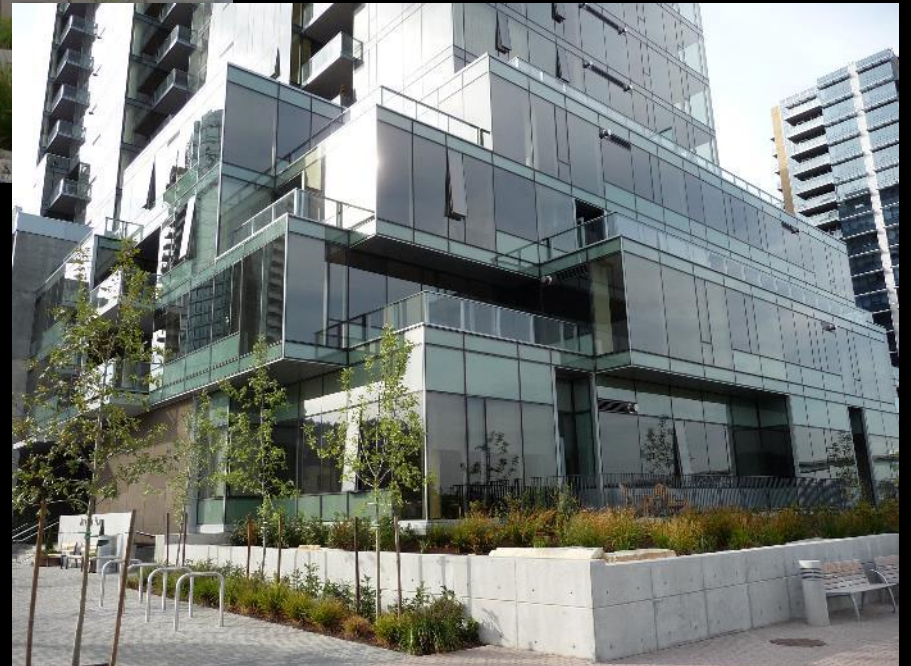
- Variety in height, shape and color
- Depth and modulation of view

Melbourne – “World’s most livable city three years in a row.” (The Economist)





Portland – “Pearl District”



Wellington, NZ



Thoughtful design
Use of color

Melbourne – color, heritage reference in design

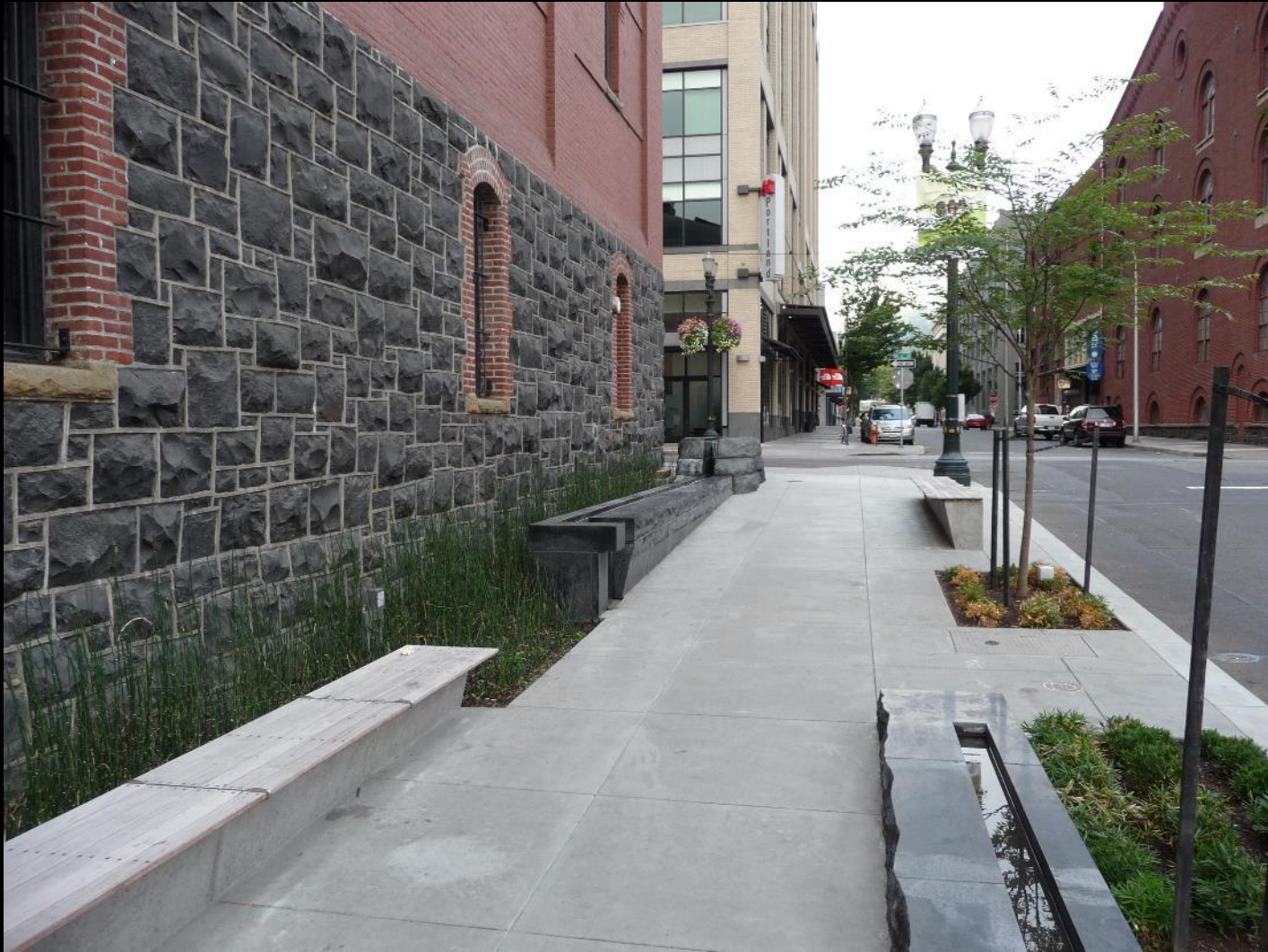


Brisbane – visual interest





Portland





Pedestrian-oriented activities

Street-level vitality

Weather protection

Open space & plazas

Brisbane – Queen Street Mall – activated, scaled to the pedestrian





Melbourne – weather protection, signage



Vancouver, B.C. – retractable awnings, signage



Denver – Larimer Square



Melbourne – Containers and more





Denver – 16th St. Mall –
Rattlesnake paver design





Denver - Piano. Banners. Cow. Kiosks.

Pasadena





“The High Line”
Manhattan, NYC



District identity
Effective signage

Art

Play areas

Public parking

Milwaukee



Pasadena



Los Angeles

District identity

Readable signs



Sydney – “Kids welcome. Splash. Play. Take a picture.”





Not for everyone but memorable

Spray-on destination





Denver

Pasadena

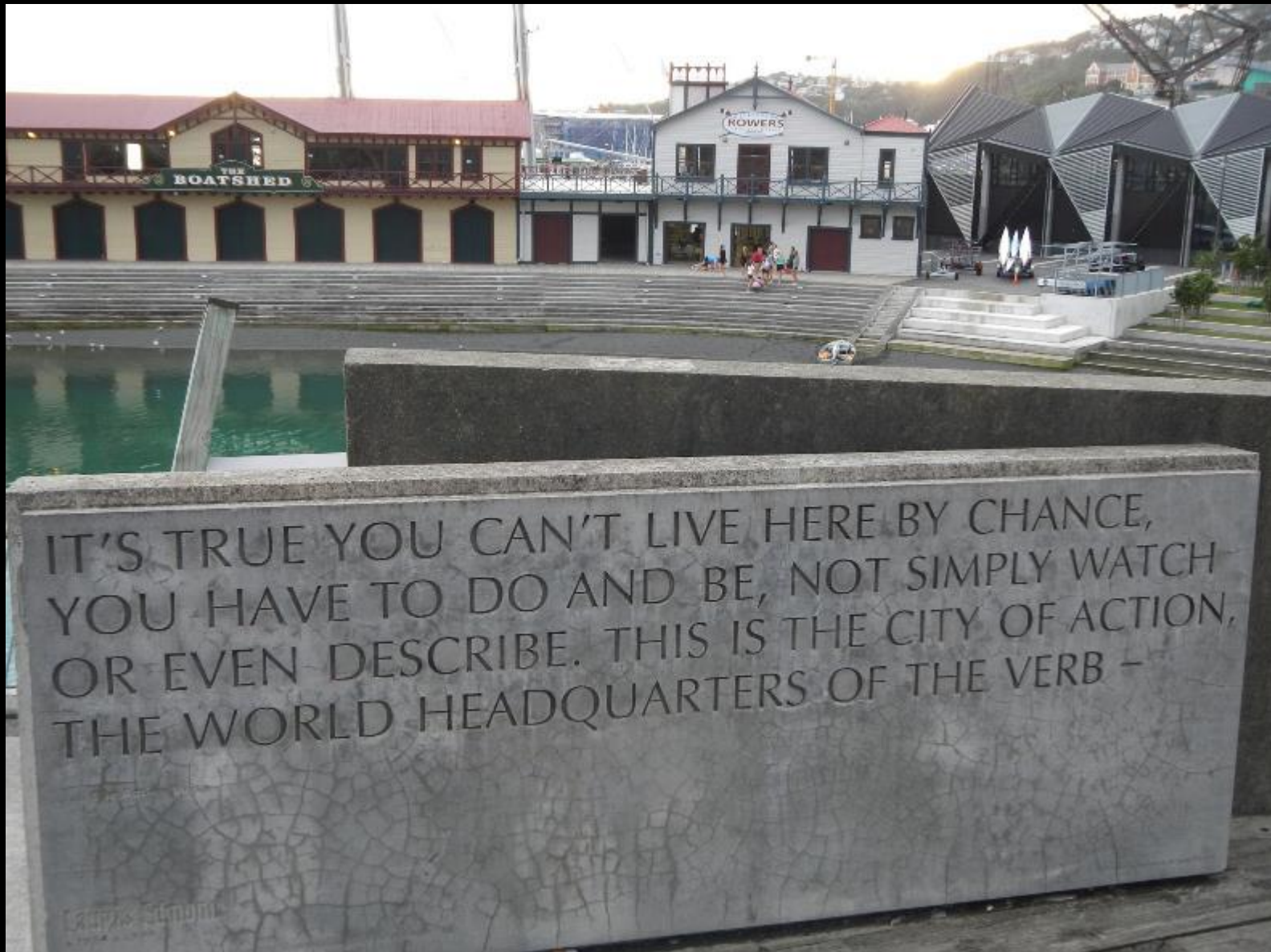


Melbourne –waterfront art, lively plaza



Esplanade restaurant

Wellington – “City of action, the world HQ of the verb”





Wellington
public plaza, underground parking





Yaletown – Vancouver, B.C.
Public parking to support district

Vancouver, B.C.



Vancouver B.C. Code Highlights:

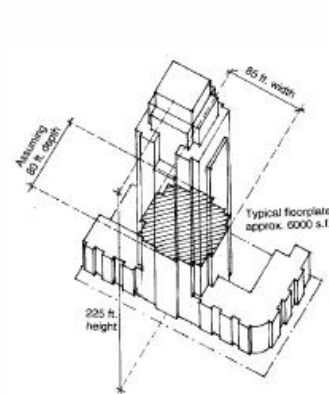
1. Clear delineation between requirements and incentives.
2. Neighborhood guidelines and incentives based on history, character, topography and development patterns.
3. Heights and FAR allowed to increase if development aligns with area vision and delivers extraordinary design and public benefit. Subject to advisory panel review.
4. Vancouver has a “General Policy for Higher Buildings.”
5. Vancouver describes the “Downtown South Character Area.”
6. Illustration of concepts, examples of how to stack FAR.

Vancouver, BC

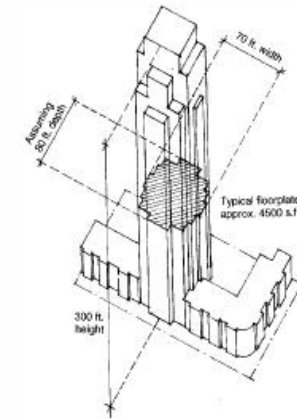
Downtown South Guidelines excerpt

Refer to Table 1. Subject to responding to view corridors and shadowing criteria (refer to Sections 2.4 and 2.6), most sites will accommodate a variety of tower massing options containing the same amount of floor area (i.e., higher and slimmer, or lower and wider).

Figure 9 and 10. Tower Massing Flexibility



Lower, wider tower configuration floorplate.



Higher, slimmer tower configuration with larger configuration with smaller floor plate.

Figure 11. Lower, Wider Tower.



Figure 12. Higher, Slimmer Tower.



Opportunities for Downtown Bellevue: “*Why Not Us?*”

1. Offer developers the choice between two tracks:
 formulaic/predictable = “prescriptive”
 creative/flexible = “permissive”
2. Simplified, predictable guidelines – a development process that is efficient, fair and meets needs for timeliness.
3. Allowances and rewards for innovative development plans that embrace guidelines and advance public benefits.
4. Robust incentives aligned with desired amenities.

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